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The Roseland Horist SAM SCHEINUK

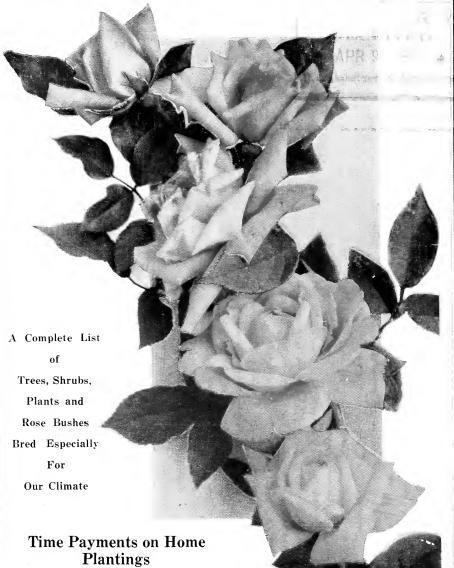
BATON ROUGE, LA.

Established in 1913

447 Main St.

Flower Store and Office Phones 835-836

Greenhouse and Nursery Jefferson Highway Phone 2875



A Little Personal Talk



In a business so peculiarly personal as that of the florist and nurseryman, the element of confidence enters to a large degree, especially as the buyer has to depend upon the word and reputation of its management for his protection against mis-representation and fraud. With this vital matter always in mind, we have carefully executed all orders entrusted to us, and as a result each year we have been favored with additional business from old customers as well as new ones.

As for our plant department, which embraces a good percentage of the business, we handle only those that are adapted to this climate and will produce strong, healthy growth when transplanted to permanent locations.

COMPLETE FLORAL SERVICE THE WHOLE YEAR 'ROUND

Flowers and plants for every occasion is the aim of this store—together with a service that is all you ask. All cut flowers are here in season, for anniversaries, weddings, commencements, entertainments, for Holidays, for Mother, for the sick

and the shut-in. Our greenhouses contain thousands of plants, for the house and for the yard. They are bred for our own climate, healthy and strong.

Our nursery produces shade trees, decorative trees, shrubs, evergreens, hedge plants—all of the types that will do best in this section. When you get them from us, their "nursing" days are over. They are easy to raise, and the little attention

Artificial Flowers, Palms and Plants for home and store decoration. Vases, Jardiniers, Wall Pockets, imported and domestic pottery of all kinds, Flower and Vegetable seed in bulk or by the packet, Singing Canaries, Seed and Supplies, Gold-

fish, Aquariums, and Supplies.

Our advice on what, when and how to plant is yours for the asking. It may mean the difference between failure and success in the decorating of your home.

NON-WARRANTY-Most failures with seeds, bulbs or plants are due to causes beyond our control, such as weather or soil conditions, too deep or too shallow planting, too much or too little water, etc. While we do all possible toward delivering goods that will give satisfactory results, it is therefore impossible to guarantee such. The Roseland Florist gives no warranty, expressed or implied, as to description, quality, productiveness of any seeds, bulbs or plants, and will not be responsible for the results. Every order for articles in this list will be accepted only on these conditions.

THE ROSELAND FLORIST

SAM SCHEINUK, Proprietor

Flower Store and Office Greenhouse and Nursery Phone 835-836 Jefferson Highway Phone 2875 447 Main Street

Ask Us About Our Special Time Payment Plan on Home Planting.

Extra Values For Planting Now

ABELIA GRANDI-FLORA-Has the great merit bearing fragrant and beautiful flowers as well as being ever green. The leaves are at first a shiny, bright green, turning to a darker green. Heat and



Ahelia

dust do not injure their beauty. The flowers are white within and tinged with pink on the outside, set in clusters having attractive stems whose beauty makes them part of the blooms. The flowers are delicately fragrant and continue all summer. Each, \$1.00; others, 50c to \$3.00.

ARBOR VITAE PYRAMIDALIS—A compact and narrow pyramidal tree; its branches are short and densely clothed with bright green foliage; very formal and attractive and the narrowest and most columnar of arborvitaes. Each, \$2.50; others, 50c to \$1.00 each.

CALENDULA (Winter Flowering Marigold)—A hardy annual that can be used effectively in border plantings; similar to the old-fashioned Marigold. Per dozen plants, \$1.00.

BRIDAL WREATH (Van Houtte)—Grows 5 to 7 feet tall; foliage glossy green, orange in autumn; blossoms cover the entire length of the graceful arching branches. Extra strong bushes, each, 50c; others, 25c to \$1.50.

CAMPHORS — Exceedingly beautiful shrub. Can be kept in beautiful trimmed tree or allowed to make bushy shrub twenty feet or more in height. Glistening foliage in light and dark shades of green, produced by young and old leaves. In fall, a few leaves turn brilliantly crimson. The new growth is wine colored, passing through all tones to its mature dark green shade. Allowed to grow naturally, it makes a perfect broadly rounded cone, bushy clear to the ground, very compact. Extra fine plants, 18 to 24 inches high. Each, \$1.00; others to \$6.00 each.

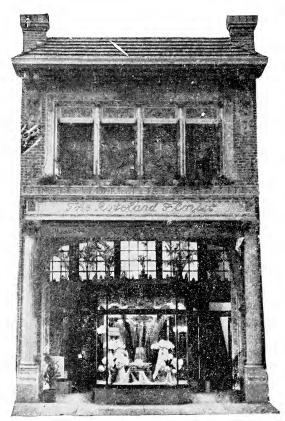
CAPE JASMINE (Gardenia Florida)—An improved strain of the well known Cape Jasmine or Gardenia Grandiflora. 24 inches high, each. \$1.00; other sizes, each 50c to \$10.00.

CRAPE MYRTLE (Lagerstroemia Indica)
—The favorite flowering shrub of the South; hardy and heavy bloomer. Frequently termed the "Lilac of the South." Can be grown in either large shrub or small tree form. The dwarf forms are usually less than six feet in maturity and can be kept as low as desired by annual trimming as the flowers fade. Strong, bushy plants, 50c up to \$3.00 each.

HEDGE PLANTS (Evergreen)—Beautiful shrubs that will stay green the year around and hide unsightly walls, fences, and corners, or can be used as borders along walks, around buildings, etc. 10c each; \$8.00 per hundred. Other sizes up to 50c each.

ITALIAN CYPRESS—1 foot high \$1.00, 2 feet high, \$2.00, 3 feet high \$3.00. Others up to \$10.00.





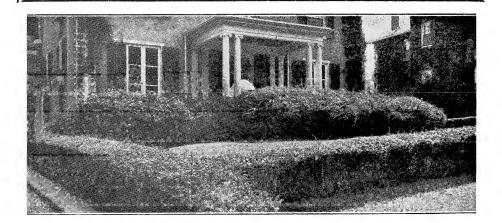
LIGUSTRUM, WAXLEAF—The most popular broad-leaf evergreen essential to landscaping. By far the largest and most generally successful among our broad-leaf evergreens. Their beauty is unrivaled. Valuable for ornamental planting because of rich coloring; clean habit; vigorous, hea'thy nature. 24 inches high, each, \$2; others \$1.00 up to \$6.00 each.

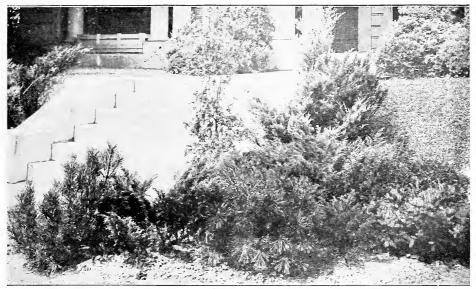
LOMBARDI POPLARS—Thousands of these stately poplars are in our nursery ready for planting outdoors. Specially priced for 5-foot height, 50c; 6 to 7 foot height, \$1.00; extra large size, each, up to \$3.00.

PANSY PLANTS—Our famous strain of giant flowering pansies, with hundreds of colors and combinations that cannot be surpassed by any other flower grown. Rich, velvety, dark blues which are almost black, to the spotless light colors. 25c per dozen, \$1.50 per 100; extra strong plants, 50c each, \$5.00 per dozen.

ROSE BUSHES—All the finest and best varieties for this climate. On page 11 and 12 we have compiled a list of exceptional values. Each, 50c; dozen, \$5.00; extra select plants, each, 75c and \$1.00. Don't fail to start that rose garden this year.

Ask Us About Our Special Time Payment Plan on Home Planting. It is easy to have beautiful grounds surrounding your home or estate and the cost is comparatively small.





Evergreens

Choose From These Special Assortments And Save Money

Mail Orders Filled Promptly, But Must Be Accompanied by Cash.

ASSORTMENT No. 1

Twelve Assorted Evergreens, healthy, strong and specially chosen for home planting in this climate. Delivered in Baton Rouge. Average size, 24 inches high,

\$10.00

It's Not a Home Until It's Planted.

ASSORTMENT No. 2

Twelve Assorted Rose Bushes, two-year-old and chosen to give you variety in sturdy, free-blooming plants. Delivered here,

12 for \$5.00

It's Not a Home Until It's Planted.

ASSORTMENT No. 3

Twelve Assorted Hardy Flowering Shrubs, extra strong plants that will beautify your home. Average height 36 inches. 12 delivered here for

\$5.00

It's Not a Home Until It's Planted.

ASSORTMENT No. 4

Twelve Packets Fresh Flower Seed carefully selected for this season, delivered anywhere in Louisiana or Mississippi,

\$1.00

It's Not a Home Until It's Planted.

The Very Plants You Need Are Here

A home or an estate is never complete without the beauty which nature imparts. Shrubs planted in groups, as specimens or for screening fences, etc., will add this distinct beauty which also increases the value of your property and makes an investment that will return large profits. See our collections listed on another page.

ABELIA GRANDIFLORA—Finest evergreen for the South. Complete description on page 3. Each, 50c to \$3.00.

ASPARAGUS, SPENGERII—A decidedly ornamental plant, possessing foliage of delicate texture. Each, 10c, 25c to \$3.00.

ARBOR VITAE PYRAMIDALIS—A complete description given on page 3. 24 inches high, each \$1.50; 36 inches high, \$2.50; others 50c to \$10.00.

ALTERNANTHERA, Red and Yellow—Each, 5c; dozen, 50c; 100, \$3.00. (Ready April 1st.)

ALTHEA, Rose of Sharon (Hibiscus Syriacus)—Well known free-blooming, upright shrub, blooming in late summer when other plants have ceased. Each, 25c to \$2.00.

ARBOR VITAE BERKMAN'S GOLDEN—10 to 12 inches high, \$1.00; 18 inches high, \$2.00 each.

ARBOR VITAE PYRAMIDALIS BAKER—Best compact Pyramidal Conifer 12 to 15 inches \$1.00 each, others \$1.50 to \$5.00.

BERBERIS-Each, 50c to \$1.00.

BOXWOOD—Each, 25c, 50c, 75c, \$2.00 and \$3.00.



Buddleia



Deutzia

BRIDAL WREATH SPIREA—Extremely hardy and valuable for plantings of every kind. Complete description on page 3. 25c, 50c, 75c, \$1.00 and \$1.50 each.

BUDDLEIA, Butterfly Bush—One of the most desirable summer-flowering shrubs. It dies down to the ground in winter, but each spring throws out four to five-foot stems in numbers, making a bushy plant covered from July until frost with delicate lilaclike flowers of dainty beauty and fragrance, attracting so many butterflies as to give it the common name. Often called Summer Lilac. 25c to \$2.00 each.

CAMELIA JAPONICA—Colors are mixed, therefore cannot select separate colors. 1 foot high, \$1.00 each.

CALENDULA—Pot grown. Described on page 3. Dozen, \$1.00.

CANE GEORGIA—Clump, \$1.00.

CERCIS, Red Bud—A small tree, branching irregularly from the ground, spreading in habit, with smooth, heart-shaped leaves and branches covered their whole length in early spring before the leaves are out, with small pink flowers. Each, \$1.00.

CAMPHOR—Fully described on page 3 of this catalog. Each, 18 to 24 inches, \$1.00; 3 to 4 foot, \$2.00; 4 to 5 foot, \$2.50 and \$3.00. Specimen trees, 5 to 6 ft., \$10.00.

CAPE JASMINE—The old southern favorite, with glossy leaves and masses of waxy white flowers; very Attains excellent height for foundation planting, massing and for lawn specimens. Widely grown, hardy. 18 inch, 50c; extra large, \$3.00, \$5.00, \$7.50 and \$10.00 each.

CREPE MYRTLE—Described in detail on page 3. Pink, red and lilac. Each, 50c, \$1.00 and \$1.50 up to \$4.00 each.

DEUTZIA—Valuable shrubs growing well in all kinds of soils and situations, varying considerably in size and habit, but blooming alike in dainty bell or tassel-shaped flowers borne thickly in wreaths along the branches in June. Healthy, sturdy grower with good foliage. Each, 75c and \$1.00.

DAISIES, English—Useful for borders or bedding purposes. 25c per dozen, \$1.50 per 100.

DAISIES, Shasta—Large, daisy-like flowers on long slender stems. Dozen, 50c; 100 for \$3.00.

DATE or PHOENIX PALMS-Large, graceful, recurved leaves, growth remarkably rapid; general appearance very dark green, beautiful stately trunks; admired by everyone. Each, \$1.50, \$3.00, \$5.00 and \$7.50.





Gladiola

ELM TREES—A tall and stately tree with spreading top, combining great strength with peculiar grace. An ideal tree for the lawn, casting wide stretches of shade. \$1.50 each.

EUVONYMUS, Evergreen—Each, 50c, 75c, \$1.50 and \$2.50.

ENGLISH JUNIPER—3 to 4 foot, each, \$3.50; 4 to 5 foot, \$4.00 and \$5.00.

FICUS, Ivy-Each, 25c and 50c.

FERNS—Out of pots, 3 inches, 25c; 4-inch, 50c; 5-inch, \$1.00; 6-inch, \$1.50; 8-inch, \$2.00 to \$4.00.

FIG TREES—Figs thrive in all portions of the cotton belt of the South as in no other section of the world; trees may be found growing in door-yards, near trash piles, in chicken runs, and near buildings in a most luxuriant manner and producing enormous crops. Each, 50c to \$4.00.

FORSYTHIA, Yellow-A valuable genus of shrubs producing golden-yellow flowers very early in spring. Entirely hardy and of the easiest culture. Each, 75c to \$1.00.

GERANIUM-Many colors and varieties. Each, 15c, 25c up to \$1.00.

GLADIOLA BULBS—The Gladiola will bloom in great clusters with little or no attention. The flowers come in all the colors of the rainbow, although many are variegated and in combinations. Used for borders or bedding purposes. Dozen, 50c and 75c.

HIBISCUS—Each, 25c, 50c to \$1.50. Plant April to August.

LIGUSTRUM, Evergreen Waxleaf—Each, 2 ft., \$2.00; 3 foot, \$3.00; others up to \$6.00.

LOMBARDI POPLAR—One of the most striking and picturesque of trees. Valuable for lending distinction to massed plantings. Indispensable in formal landscape work. 4 to 14 feet high, each, 25c to \$3.00.

LIGUSTRUM, Japonica—For a quick-growing, broad-leaf evergreen, this fills a large demand—for high massing and banking. Beautiful effect where a wide, high-growing plant is needed. Leaves broad, dark green. Sturdy, upright grower. 4 feet high, \$1.00; others to \$5.00 each.

MAPLE TREES—So many uses can be made of the stately Maples that it would be useless to try and numerate them. Excellent where a dense shade is desired. Extra strong, each, \$2.00.

SHRUBS, Assorted Varieties—This includes every known variety that will grow and thrive in the South. Each, 50c and 75c.

OLEANDER — Evergreen, bearing long, narrow leaves and very brilliant heads of colorful blossoms; good for outside effect and beautiful for tub plants. Upright growth, good for massing and foundation planting. Unsurpassed as a lawn specimen or shrub to alternate with street trees or beautify a boulevard of park. Each, 25c to \$4.00.

ORANGE—Satsuma budded on Triofliata. 18 inches high, 75c each; 24 inches high, \$1.00 each; 30 to 36 inches high, \$1.50, \$2.00 and \$3.00.



Norway Maple



Lombardi Poplar

HEDGE, Evergreen Privet—Modern home-makers are planting hedges in lieu of the discarded fence, at little extra cost, and vast increase of sightliness. Hedges are equally effective for protection and separation, besides being a delight to the eye. There are numerous shrubs specially adapted to this purpose but the Evergreen Privet is considered the best. 2 to 3 feet high, each, 10c; 100 for \$8.00; 3 to 5 feet high, each, 20c; 100 for \$15.00.

IRISH JUNIPER—Densely compact, of a slender columnar form; light gray-green foliage; prefers partial shade, and light, well drained but moist soil. Ultimate height 12 to 15 feet. 3 to 4 feet high, each, \$4.00.

ITALIAN CYPRESS—This well known conifer is most desirable where a formal effect is desired. Is of compact and shaft-like habit, attaining a height of 50 feet or more. Each, 1 foot, \$1.00; 2 foot, \$2.00; 3 foot, \$3.00; 4 foot, \$4.00; 5 foot, \$5.00; others up to \$10.00.

HOUSE PLANTS, Assorted Varieties-We have a large selection of plants suitable for home culture. Each, 50c, 75c, \$1.50 and up.

POINSETTIAS, Red and Pink—For decorative purposes the Poinsettias are a wonderful plant. Each, 50c, 75c up to \$3.00.

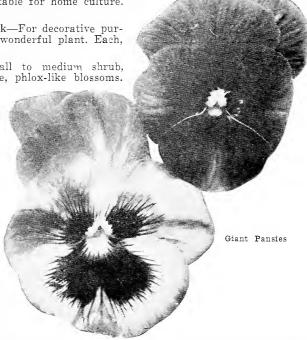
PLUMBAGO-Beautiful small to medium shrub, bearing wealth of light blue, phlox-like blossoms.

Foliage is fine, light green color. Comes up from roots if frozen back. Each. 50c; and 75c.

PANSIES-The giant flowering kinds that bloom throughout the season and are always a source of pleasure for the grower. Dozen plants, 25c; 100 for \$1.50.

PHOENIX, or Date Palms-See Date Palms. Each, \$1.50 to \$5.00.

PITTESPORUM, Evergreen -An evergreen unequaled in desirable peculiarities. Can be sheared to any desired shape or permitted to grow informally a very bushy. compact, wide-spreading Very small creamy shrub. blossoms of delightful frag-



rance. For massing and foundation planting, it is one of the best. Luxurious growth. Rounded form, branched clear to the ground, meeting the lawn perfectly. Each \$1.00 to \$6.00.

PODDOCARPUS, Japanese Yew-Small evergreen tree of compact, bushy form; glossy dark green, long, narrow leaves. Very effective when used as a specimen planting on lawns. Each, 75c to \$3.00.

RUBBER PLANTS, New Variety-Some of these new creations are extremely beautiful and are in great demand. Each, \$1.00 and up.



Yew Tree

RUBBER PLANTS, Old Variety-These are the old varieties that you are so familiar with. Each, 50c and

ROSE BUSHES—See our large selection of choice roses list on another page. 2-year-old, each, 50c; dozen, \$5.00; 100 for \$40.00.

ROSE BUSHES, Extra Select—These are extra fine specimens and priced at 75c and \$1.00 each. ,

ROSE OF MONTANA-Each, 25c and 50c; dozen, \$2.50 and \$5.00.

ROSEDALE ARBOR VITAE-Bluish gray foliage, making a very striking plant; unlike any other Arbor Vitae. Perfect, compact, pyramidal shape. Admired by all observers. Widely used for tubs and urns. Each. 15 inches high, \$1.00; 18 to 24 inches high, \$1.50; 24 to 30 inches high, \$2.00; others to \$6.00 each. SWEET OLIVE—Each, 75c to \$4.00.

SYCAMORE TREES-A desirable tree where shade is wanted in a comparatively short time. Each, \$1.50 and \$3.00.

SPIREA VON HOUTTE BRIDAL WREATH—Each, 25c, 50c, 75c, \$1.00 and \$1.50.



A Beautiful Flower Garden

SHRUBS, Mixed—We have a large assortment of shrubs of various kinds which can be used for landscaping. Each, 50c, 75c and \$1.00.

TUBEROSES—Beautiful cream colored flowers borne on tall stems in clusters; blooms are extremely fragrant. Clump, 50c.

UMBRELLA CHINA TREES—Very ornamental tree with head having the appearances of an umbrella. Each, 50c to \$3.00.

VINCA, Trailing—Used effectively for many purposes. 15c, 25c and 50c.

VIBURNUM, Snowball—A hardy shrub that grows 10 to 15 feet high and is covered in the spring with enormous ball of white flowers. Very effective for land-scaping, etc. Each, 75c.

WEEPING WILLOW—Extremely hardy tree whose branches gracefully bend to the ground. Foliage is fine. Each, 75c to \$3.00.

WEIGELIA, Pink Flowering—A valuable shrub, handsome foliage as well as flowers, and seldom omitted from any mixed group which will accommodate the height. Each, 50c, 75c and \$1.00.

WASHINGTONIA PALMS—Leaves large, deep green, not deeply serrated; short and somewhat recurved leaf stems; compact head. Each, \$1.50 to \$10.00.

FRESH FLOWER SEED—All the popular varieties that are grown in the South. Packet, 10c, and in bulk.

FRESH LAWN GRASS SEED—For golf courses, new lawns and reviving old lawns. In bulk, our own "Roseland" mixture. Winter mixture, 50c lb. Summer mixture, 75c lb.



Weeping Willow

MISCELLANEOUS

We also carry an extensive line of sundry accessories to accommodate our customers who require them. All this merchandise is kept up-to-date in every respect. Fresh Bird Seed and Supplies. Singing Canary Birds. Goldfish, Aquariums and Supplies. Artificial Flowers. Artificial Palms and Plants. Vases, Jardiniers, Wall Pockets. Imported and Domestic Pottery of all kinds. Wicker Baskets and Ferneries.

ROSE BUSHES

Two-Year-Old, Field Grown. Each, 50c; per der dozen, \$5.00; extra selected, 75c each, \$7.50 per dozen.

Varieties That Will Thrive Here Red Varieties

CRUSADER—An excellent garden Rose, strong in growth and the flowers are large and beautifully formed. The color is rich, velvety crimson. A comparatively new rose and one that is fine for outdoor growing.

ETOILE DE FRANCE—A brilliant shade of velvety crimson. Very striking. Flowers are extremely large on long, but stiff stems; unexcelled for cutting.

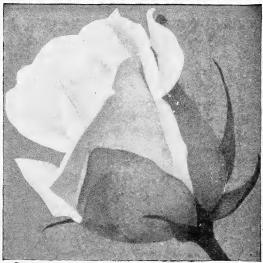
PAUL NEYRON—Has the distinction of producing the largest of roses. Color, deep rose; most beautiful in the massiveness of the blossoms. Fragrant with mild touch of apple blossoms.

F. S. KEY—A wonderful red rose that should be in every collection.

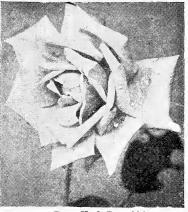
AMERICAN BEAUTY—The most famous of American roses. Rich color and delicious fragrance. Deep brilliant red, shading to a rich carmine crimson.

GENERAL JACQUEMINOT—A celebrated and much sought after variety, both for planting out and pot forcing; shapely buds and handsome blooms of bright, shining crimson, rich, brilliant, velvety and fragrant.

HOOSIER BEAUTY—A red rose that is grown all over the country because of its striking beauty and delightful fragrance.



Paul Neyron



Frau Karl Druschki

GENERAL McARTHUR—Bears large, bright crimson scarlet flowers on long stems. Famed as an outdoor rose.

HADLEY—An exceedingly beautiful rose of crimson color.

RED RADIANCE—One of the finest of the cut flower type. Flowers are brilliant carmine red, a color of wonderful brightness and charm, and a color that never fades.

PREMIER—Truly a big rose that is ideal among the everblooming varieties. Large, broad-petaled red blooms. Deliciously

fragrant.

RED LETTER DAY—An exceedingly beautiful rose of infinite grace and charm. Its velvety, brilliant, glowing scarlet crimson buds and fully opened cactus-like flowers never fade.

White Varieties

KAISERIN AUGUSTA VICTORIA—Pure white, does not pink when planted out; splendid, large buds and superb, full double blooms, making the choicest cut flowers.

WHITE MAMAN COCHET—One of the finest roses for the South. The buds are of great beauty, exquisitely formed and opening to full, perfect flowers.

FRAU KARL DRUSCHKI or White American Beauty—Foliage is dark green with leaves delicately viened; splendid long buds and magnificent snow-white flowers. WHITE OPHELIA—A splendid outdoor variety. The color varies with the seasons and at times shades of soft yellow appear at the base of the petals, lending a peculiar richness to the flowers.

COLUMBIA—A splendid, large, fully double rose of very lasting qualities. It is a strong grower, almost thornless, with brilliant rose-pink flowers, sometimes lighter.

PRESIDENT TAFT—A wonderful pink rose of thrifty habit.

RADIANCE—An American Triumph. Not to be outdone by European growers, America contributes this great Rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance into every Rose garden in America. In color of flower it is both unique and beautiful—a bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests, is radiantly beautiful.

LA FRANCE—Silvery-rose, with pink shades and satin-like petals of unsurpassable beauty; large, symmetrical and deliciously fragrant blooms.

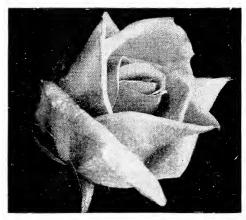
DR. VAN FLEET—Color a delicate shade of flesh-pink, deepening to rosyflesh in the center.

PINK MAMAN COCHET—Same as the white except as to color of flowers.

Yellow Varieties

MAD. F. KRUGER—Large pointed buds which open into a perfect yellow flower. One of the best yellow roses.

GOLDEN OPHELIA—Similar to White Ophelia except that the flowers are golden yellow.



Pink Radiance



Columbia

OPHELIA—Pure yellow flowers of good size and texture.

MRS. A. WARD—Indian yellow washed with salmon gold. Very attractive.

SUNBURST—Very striking flowers of rich yellow, with orange center.

ETOILE DE LYON—Flowers of creamy vellow.

MADAME BUTTERFLY—Color is a harmony of pink, apricot and gold.

LOS ANGELES—Luminous flame-pink, toned with coral and shaded with translucent gold at the base of the petals.

SOL D'OR—Well known yellow that should be in every collection.

CLIMBING ROSE BUSHES

Nothing can surpass the climbing rose for beauty, especially when they are in bloom. Every garden and lawn should have several of these wonderful climbers either trailing on the fence, porch or old tree trunks or gracing an arbor or lattice work. We can supply the following varieties:

AMERICAN BEAUTY—Rich deep red. R. M. HENRIETTE—Striking crimson. METEOR—Clusters of red flowers. PAUL'S SCARLET—Blooms scarlet-red. AMERICAN PILLAR—Red flowers. WHITE COCHET—A white climber. LAMARQUE—White.

DOROTHY PERKINS—Pink blooms. COLUMBIA—Pink. Very thrifty grower. SUNBURST—Yellow flowers in profusion. MARECHAL NIEL—Yellow. Well known.